

ABSTRACT OF THE DISCLOSURE

A system and method are provided for delivering targeted multimedia or video advertisements over the Internet while protecting user privacy. A software application is executed while the browser application runs in a user's computer. The application
5 periodically accesses the server over the Internet to download targeted advertisements during user idle time and stores them locally. When the user activity meets a predefined criteria, e.g., user's mouse clicking action causing a web page transition, the application picks up matching content based on priority and keyword, then presents the primary section of the content partially inside user's browser, and then catalogs it to allow the user to retrieve later the full primary content and the secondary content. The application logs statistical information without any user identification information relating to the presentation of advertisements and establishes a communication with the server from time to time to make the logged information available to the server system. The server stores and updates a database of the information so that the advertisements can be delivered to appropriately
10 selected users.
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